

Chapter 12: Creating a Business Proposal

In this book, from Chapter 1 to Chapter 11, you have been learning how to prepare for starting a business in Southeast Asia. Chapter 12 is the culmination of what we have learned so far. Students are required to choose one country in Southeast Asia and prepare an entrepreneurial plan to start a business in that country.

Task: Write a business proposal.

My Business Proposal

Name	
Potential Company Name	
Simple Summary	

Problem	What is the problem you are trying to solve?	
Solution	What is your solution?	
Vision	What is the vision for your business?	
Mission Statement	Summarize the goal of your business in one or two sentences.	
Objectives	Financial (what do you need to do for your stakeholders? Your employees?)	
	Customer (what do you need to do for your customers?)	
	Internal (how can you keep employees happy?)	
	Growth (what do you need to learn to be successful?)	
Target Market	Who is your target market, be clear on the demographics?	

PESTLE Analysis	Political (Any political barriers?)	
	Economic (Any economic barriers?)	
	Sociological (Any sociological issues?)	
	Technological (any technological developments that will impact your business?)	
	Legal (any legal considerations?)	
	Environmental (any environmental considerations?)	
Competitors	Who is your main competition?	
Marketing	How will you market your product/service?	
Financial Forecast	How much start-up funds do you need? Where will you get them? How do you see the business growing in the future?	

Now, you have completed your entrepreneurial plan. We hope you will be creative and realize your entrepreneurial plans.

Additional Report/Presentation Tasks

- i) Choose one of the countries in Southeast Asia. Write an economic analysis of the country for the previous last 5 years and predictions for the next five years.
- ii) Choose one of the countries in Southeast Asia. What kind of social entrepreneurship ventures have been started in that country and what kind of impact have they had on society?
- iii) Choose one of the following industries: import/export, biotech, fintech, tourism. What opportunities are there for the growth of these industries in Southeast Asia.
- iv) Choose one of the entrepreneurs, find out more about their business, look at their homepage, explore their products. If you were him/her, what would you do next to expand your business?
- v) What role does language proficiency have on setting up a business? Use the cases in this book and argue for or against language education at university level.
- vi) Discuss the importance of networking in relation to cases in this book.

- vii) Discuss the importance of mentors in developing a career.
- viii) When setting up a business overseas, what do you think are the five key intercultural communication competencies one needs to be successful?
- ix) Where do you think entrepreneurial mindset comes from? Family background? Education? Life experience? Explain your answer in relation to the cases in this book.
- x) Look at the cases in this book, choose two and show how they are contributing to fulfilling the SDGs.
- xi) Overall, what are your thoughts on education, creativity, and innovation in Japan?
- xii) If you could set up your own business in Southeast Asia, what kind of business would you like to set up any why? Explain your rationale as it relates to economics, society, education, politics, etc.